City of Barrie
Report of the International Relations Committee
Tuesday, February 03, 2026 at 06:00 PM
For consideration by the Finance and Responsible Governance Committee

Present:
Co-Chair, Councillor, J. Harris
Deputy Mayor, R. Thomson
Co-Chair, M. Sachkiw
J. Babcock
W. Hay
J. Massie
L. Palson
JM. Pigeon
B. Sergeant
S. Scully-Pratt
K. Watson

Absent:
T. Gardner
C. Hassey
A. Jones
G. Johnston

Staff:
Director of Economic and Creative Development, S. Schlichter
Legislative Coordinator, T. Maynard
Manager of Business Development, L. Davidson

1. CALL TO ORDER

The meeting was called to order by Co-Chair, M. Sachkiw at 6:01 p.m. The following were in attendance for the meeting:

2. PRESENTATIONS

2.1 Presentation concerning Invest Barrie's 2026 Foreign Direct Investment and Trade Activities

S. Schlichter, Director of Economic and Creative Development, provided a presentation concerning Invest Barrie's 2026 Foreign Direct Investment and Trade Activities.

Ms. Schlichter discussed slides concerning the following topics:

- Positioning Barrie as a Premier Destination for Investment;
- Invest Barrie's plans for Q1 2026, Q2 2026, Q3 2026 and Q4 2026;
- Opportunities for the Committee to engage and support Invest Barrie to attract investors to the city;
- Prospectors and Developers Association of Canada Participation Overview; and
- German Mission Participation Overview.

Members of the Committee asked a number of questions of Ms. Schlichter and L. Davidson, Manager of Business Development, and received responses.

3. DISCUSSION ITEMS

3.1 Committee Budget Update

T. Maynard, Legislative Coordinator, provided an update concerning the Committee's budget.

3.2 Barrie International Partnership Website

S. Schlichter, Director of Economic and Creative Development, provided an update concerning the Barrie International Partnership Website, including the site content.

Members of the Committee asked a number of questions of Ms. Schlichter and they received responses.

3.3 Youth Ambassadors/Global Perspectives Program

There was no update provided concerning the Youth Ambassadors Program.

J. Babcock provided an update concerning the Innisdale Secondary School Global Perspectives Program. Mr. Babcock advised that applications are being accepted for the program, and that the submission deadline is February 20, 2026.

The Committee approved an expenditure up to $9,000.00 from the International Relations Committee budget to support the Global Perspectives Program 2026/2027 academic year.

3.4 Saginaw Michigan Update

S. Schlichter, Director of Economic and Creative Development, advised that there was nothing new to report concerning the relationship with Saginaw, Michigan, and that she plans to follow up with Saginaw representatives.

3.5 Zweibrucken Germany Update

J.M. Pigeon provided an update concerning Zweibrucken, Germany. Mr. Pigeon advised that Zweibrucken, Germany, is in the midst of an election.

J. Babcock outlined the itinerary of the Barrie -Zweiibrucken Hockey Summit, scheduled between April 1, 2026, and April 9, 2026. Mr. Babcock advised that the Barrie Minor Hockey Association has been working hard to locate host families for the German hockey players. M. Sachkiw provided an update concerning the adult delegation visiting as part of the Barrie-Zweibrucken Hockey Summit.

The Committee approved an expenditure of $11,000.00 from the International Relations Committee budget to be paid as a donation to the Barrie Minor Hockey Association to support the Barrie-Zweibrucken Hockey Summit between April 1, 2026, and April 9, 2026.

3.6 Murayama Japan Update

M. Sachkiw, Co-Chair provided an update concerning Murayama, Japan. Mr. Sachkiw advised that he has been invited to the Emperor's Ball in Toronto.

3.7 Harrogate United Kingdom Update

There was no update provided concerning Harrogate, United Kingdom.

3.8 Arras France Update

There was no update provided concerning Arras, France.

3.9 Sir Robert Barrie Project Update

There was no update provided concerning the Sir Robert Barrie Project.

4. REFERRED ITEMS

Nil.

5. REPORTS/MEMORANDUMS TO COMMITTEE

Nil.

6. ADJOURNMENT

The meeting adjourned at 7:31 p.m.

CHAIRMAN

Invest Barrie

2026 Foreign Direct Investment and Trade Activities

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Positioning Barrie as a Premier Destination for Investment

Key Activity › Serve as ambassadors to promote Barrie as the best place in Ontario to do Business

Key Result › Launch a soft-landing program to offer tailored support, mentorship, professional advice, and local connections

Expected Outcome › Empower job creation and growth for the City of Barrie.

Item 2.1

Q1 2026

Q1 2026 - Invest Barrie will:

- Recruit and onboard a dedicated resource for FDI and trade development
- Apply for Canexport Funding
- Lead a mini-delegation to Ottawa to engage key stakeholders, such as Invest in Canada, Global Affairs Canada and the Trade Commissioner Service, Department of Defense, Innovation, Science and Economic Development Canada, and/or Invest Ottawa (Canada's National Defense Innovation Hub) - **February**
- Lead a delegation to Prospectors & Developers Association of Canada (PDAC) 2026 to undertake both business retention and expansion and investment attraction activities related to mining and critical minerals – **March**
- **Opportunities for up to two IRC members to participate**

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Q2 2026

In Q2 2026, Invest Barrie plans to:

Lead a delegation focused on investment attraction to **Hannover-Messe,** the world's leading trade fair for the manufacturing industry ✓

Lead a wrap-around mission to Hannover-Messe focused in the **Baden-Württemberg** region ✓

Support a return delegation to **Saginaw, Michigan** for the Michigan–Ontario Conference ✓

Participate in the Trade Commissioner Service's Investment Roadshow in **Japan and Korea** (Invest Barrie has secured an invitation and confirmed interest – Economic Development Staff) <

Lead a wrap-around mission to the Investment Roadshow to **Taiwan and other jurisdiction in Japan** <

Opportunities for IRC members to participate (up to 2 for Germany – focus is lead generation) ✓

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Q3 2026

In Q3 2026, Invest Barrie plans to:

- Nurture existing and new leads in the investment funnel
- Continue to build out a soft-landing program
- Continue to build relationships with long-term in-market partners
- Advance and champion opportunities in interprovincial trade

Opportunities for IRC members to support

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Q4 2026

In Q4 2026, Invest Barrie plans to:

- Participate in the Trade Commissioner Service's Investment Roadshow in **Europe**
- Lead a wrap-around mission to the Investment Roadshow to **Germany or Spain**
- Nurture existing and new leads in the investment funnel
- Continue to build out a soft-landing program
- Continue to build relationships with long-term in-market partners

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IRC can continue to engage and support Invest Barrie and investment attraction

Join us as ambassadors to champion why Business is better in Barrie: Participate in identified activities, leverage international networks, and industry forums to raise Barrie's profile as a premier destination for investment

Enhance advisory services: Share market intelligence, sector trends, and feedback on incentive structures to refine FDI targeting.

Make introductions: Connect staff with potential investment leads and in-market partners

Support investor aftercare: Participate in mentorship, networking, and recruitment of partners for the soft-landing programs to help investors establish and expand locally.

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Item 2.1

PDAC Participation Overview

When: March 2, 2026

Where: Metro Toronto Convention Centre, Downtown Toronto

The opportunity:
Serve as an ambassador for Invest Barrie to communicate Barrie's value proposition and connect with prospective businesses by walking the trade show floor, attend investor meetings (*timing and dates TBC*), and network and make connections with industry leaders from across the sector at the anticipated Northern Ontario Night reception, held in the evening of March 2, 2026. Invest Barrie is a sponsor of the event, which brings more than 1,000 mining industry professionals together.

Invest Barrie requires **confirmation of participation and names of up to two attendees by February 13, 2026.**

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German Mission Participation Overview

Item 2.1

Invest Barrie will be attending Hannover-Messe, the world's leading trade show for advanced manufacturing taking place April 20-24, 2026.

The opportunity: Serve as an ambassador for Invest Barrie to communicate Barrie's value proposition and connect with prospective businesses by walking the trade show floor and networking events throughout the trade show.

After Hannover-Messe, Invest Barrie is planning on conducting additional investment meetings in the Baden-Württemberg region (TBC). If participating in Hannover-Messe, IRC members have the following options after the trade show.

Option A: Depart Hannover-Messe to conduct activities to advance the Sister-City relationship in Zweibrücken.

Option B: Join Invest Barrie in Baden-Württemberg (TBC) to serve as an ambassador during networking events and meetings with investment partners and associations.

Option C: Return to Barrie following the trade show.

Tentative travel dates: April 17 (departure) returning April 30

Invest Barrie requires **confirmation of participation and names of up to two attendees by February 13, 2026.**

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Thank you

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